

Application-based Questions

[1 mark]

Q.1. Volvo Ltd.'s target is to produce 10,000 shirts per month at a cost of ₹ 100 per shirt. The Production Manager achieved this target at a cost of ₹ 90 per shirt.

Do you think the 'Production Manager' is effective? Give one reason in support of your answer.

[CBSE 2010]

Ans. Yes, because he has achieved the target.

Q.2. Hero Ltd's target is to produce 10,000 shirts per month at a cost of ₹ 150 per shirt. The Production Manager could achieve this target at a cost of ₹ 160 per shirt.

Do you think the Production Manager is 'effective'? Give reason in support of your answer.

[CBSE 2010]

Ans. Yes, he is an effective manager as he has achieved the target.

Q.3. Hero Ltd.'s target is to produce 20,000 shirts per month at a cost of ₹ 150 per shirt. The production Manager could achieve this target at a cost of ₹ 170 per shirt.

Do you think the Production manager is 'efficient'? Give reason in support of your answer.

[CBSE 2010]

Ans. No, the production manager is not 'efficient' because he had achieved the target but not in cost-effective manner.

Q.4. Rama (P) Ltd. uses environment-friendly techniques of production.

Name the objective the company strives to attain.

Ans. Social objective of management.

Q.5. Identify the nature of management when it is said to be a systematised body of knowledge that explains certain general truths.

[CBSE 2012]

Ans. Management as a science.

Q.6. Your grandfather has retired as the Director of a manufacturing company.

At which level of management was he working? Different type of functions are performed at this level. State any one function. [CBSE 2011]

Ans.

- i. Top level management
- ii. Determining objectives

Q.7. Your grandfather has retired from an organisation in which he is responsible for implementing the plans developed by the top management.

At which level of management was he working? State one more function performed at this level.
[CBSE 2011]

Ans.

- i. Middle level management
- ii. To interpret the policies

[3 marks]

Q.1. *Mr Sourabh, who is an M.B.A., has been appointed at the post of General Manager in Sa-re-ga-ma Ltd. Company. Just after his appointment, he took a decision to set up a chemical plant near a residential colony. (The chosen location to set up the plant was favourable for many reasons to the company). After some time, another important decision to the amount of charity been given annually to educational institutions and religious institutions was withdrawn giving the justification that it was an unnecessary burden on the company. More emphasis was given to the share of company in the market and in search of modern procedures. Apart from this, a long time labour-dispute was resolved by taking a balanced decision.*

- i. **Tell whether Mr Sourabh is at fault?**
- ii. **If yes, the fault is in which context?**
- iii. **How can the mistake be amended?**

Ans. Yes Mr Sourabh is at fault. He is avoiding the social objective of management. There is need of rethinking on two issues:

- i. Establishing Chemical Plant near a residential colony and
- ii. Giving Charity

Q.2. *Ms Bharti passed her M.B.B.S. examination in the first division in 2010. Later on in the year 2013 she passed her M.S. examination as an eye surgeon. She was awarded a gold medal in this examination. After completing her studies she joined a big hospital*

as an eye surgeon. She is performing ten operations successfully every day. Now tell, what aspect of Ms Bharti's above experience is science and what aspect is art.

Ans. As we know that to get information about a subject is science and putting that information to practice is an art, so in the present case, it can be said that the study of M.B.B.S. and M.S. is science and working as an eye-surgeon is an art.

Q.3. *Mr Amol Khan passed his B.Sc. (Non-medical) examination in the year 2014. After this he successfully ran the business of his father. Suddenly, he thought of seeking employment. He got the job of a finance manager in a company on the basis of his knowledge, experience and proficiency. He is doing his job successfully.*

Q. Now tell, is the appointment of Mr Khan as a manager valid?

Ans. Yes, the appointment of Mr Khan is valid as it is not essential to be a member of any representative professional association in order to be a manager.

Q. Was not it necessary for him to do M.B.A. or some other course for this job?

Ans. No, it was not necessary for him to do M.B.A. or some other course for this job as no degree is required in order to be a manager.

Q.4. *Your father has retired as the director of a manufacturing company.*

At what level of management was he working? What functions do you think he was performing at that level? State any two.

Ans. He was working at the top level management. He was performing the following functions:

- i. **Determining Objectives:** Top level management sets objectives for the organisation. For example, an objective can be set that in the following year the sales of the company has to cross ₹ 1,000 crore.
- ii. **Determining Policies:** Only at this level policies related to the realisation of objectives are formed. For example, it can be a sales policy of a company to just make cash sales.

Q.5. *Your friend is working as a 'worker' in a company. At what level of organisation is he working? What is the name of the place/area where he is working?*

Ans. He is working at the non-managerial level of organisation. He can't be the part of any managerial level as he is not a manager. The manager is a person who has subordinates and there is no subordinate of him. Hence, he is known as non-managerial member. Platform Area is the name of the place where he is working.

[4 marks]

Q.1. Ritu is the manager of the northern division of a large corporate house.

At what level does she work in the organisation? What are her basic functions?

Ans. Ritu is working at the middle level of management in the organisation. She is performing the following functions:

- i. **Interpreting Policies:** At this level, policies framed by top level managers are interpreted. Like the marketing manager introduces his salesman to the sales policy of the company that at no cost credit sales will be made.
- ii. **Preparing Organisational Set-up:** Every middle level manager prepares outline of his respective department in accordance with the objectives of the organisation.

Q.2. You have three brothers. They are working in three different MNCs as General Manager, Supervisor and Deputy Personnel Manager.

What functions of management do you think they are performing in their companies? Are they performing the same functions of management? If yes, how?

Ans. All the three brothers of mine are working on three different levels of management, such as, top level, lower level and middle level. They are performing the same functions of management, such as, planning, organising, staffing, directing and controlling. It means all the functions of management are performed at all the three levels of management. But there is only a difference of degree. For example, planning is considered the most important function at the top while at the lower level directing is all important.

[5 marks]

Q.1. Your uncle is working as 'Marketing Manager' in a company.

At what level of management is he working? What functions do you think he is performing? State any four.

Ans. My uncle is working at the middle level management. The functions which are performed by him are the following:

- i. **Interpreting Policies:** At this level, policies framed by top level managers are interpreted. Like the marketing manager introduces his salesman to the sales policy of the company that at no cost credit sales will be made.
- ii. **Preparing Organisational Set-up:** Every middle level manager prepares outline of his respective department in accordance with the objectives of the organisation.

- iii. **Appointing Employees:** Every departmental manager appoints employees to fulfil the activities of his department.
- iv. **Issuing Instructions:** Departmental managers direct their subordinates about what to do and how they have to do. Needful resources are made available to subordinates so that they can do the assigned jobs intermittently.

Q.2. *Dheeraj is working as 'Operations Manager' in TIFCO Ltd.*

Name the managerial level at which he is working. State any four functions he will perform as 'Operations Manager' in this company.

Ans. He is working at Middle Level Management. **Functions of Middle Level Management:** Refer to Q. 1 above.

Q.3. *Raman is working as 'Plant Superintendent' in Tifco Ltd.*

Name the managerial level at which he is working. State any four functions he will perform as 'Plant Superintendent' in this company.

Ans. He is working at Middle Level Management.

Functions of Middle Level Management:

Refer to Q. 1 above.

[6 marks]

Q.1. What is meant by co-ordination? Explain how does co-ordination 'integrate group efforts' and 'ensure unity of action'. *[CBSE 2012]*

Ans. Meaning of Coordination: Coordination is a process through which harmony is established among different activities of an organisation, so that organisational objectives can be successfully achieved.

Characteristics of Coordination: The following are the main points of the characteristics of coordination:

- i. **Coordination Integrates Group Effort:** The need for coordination is felt when group effort is needed for the accomplishment of an objective. In short, it can be said that coordination is related to group effort and not individual effort. The question of coordination does not arise, if the job is done by one person only.
- ii. **Coordination Ensures Unity of Action:** The nature of coordination is of creating unity in action. It means during coordination process an effort is made to create unity among the various activities of an organisation. For example, the purchase and sale departments have to coordinate their effort so that supply of goods takes place according to purchase orders.